



**FROM: TIMES SQUARE NEW YEAR'S EVE**

***FOR IMMEDIATE RELEASE***

**FOUNDER OF "ME TOO" MOVEMENT, TARANA BURKE,  
TO BE SPECIAL GUEST OF TIMES SQUARE NEW YEAR'S EVE**

***Burke to Push the Ceremonial Waterford Crystal Button to Signal the Ball Drop and Lead the  
Sixty-Second Countdown to 2018***

**NEW YORK - December 18, 2017 – Times Square Alliance and Countdown Entertainment,** co-organizers of **Times Square New Year's Eve**, today announced **Tarana Burke, Me Too Movement and Just Be Inc. Co-Founder**, will be the Special Guest for the 2018 Times Square New Year's Eve celebration. As the evening's Special Guest, Burke will push the Waterford crystal button on the main stage in Times Square that signals the Ball Drop and officially begins the sixty-second countdown to the New Year.

"I am delighted to be participating in this momentous occasion," said **Tarana Burke**. "I think it's fitting to honor the Me Too movement as we close a historic year and set our intentions for 2018. With the new year comes new momentum to fuel this work and we won't stop anytime soon."

"New Year's is a time when we look at the most significant cultural and political moments of the last year, when we look for inspiration by honoring and giving a global platform to those who have made a difference," said **Tim Tompkins, President of the Times Square Alliance**.

"Tarana Burke's courage and foresight have changed the world this year, and, we hope, forever. We are honored to have her be part of the 2018 New Year's celebration."

"We are very proud to highlight Tarana Burke and the important movement she began," said **Jeff Straus, President of Countdown Entertainment**. "As the world joins together to welcome 2018, we are inspired as Tarana will lead our countdown and represent our commitment to continue to stand together and support each other in the upcoming year."

Burke founded Just Be Inc., and created the Me Too Movement in 2006 to provide support to victims of sexual harassment and assault.

In 2017, millions of people joined the movement using the hashtag #metoo on social media to share their stories of sexual assault and harassment and to stand in solidarity with all survivors. In December 2017, Burke, along with others who spoke out against sexual violence as part of the #MeToo movement, were named *TIME* Magazine's Person of the Year.

Previous Special Guests for Times Square New Year's Eve have included former **President Bill Clinton** and former **Secretary of State Hillary Clinton**, former **Secretary of State General Colin Powell**, **Supreme Court Justice Sonia Sotomayor**, international music superstar **Lady Gaga**, **Muhammad Ali**, **Christopher Reeve**, and former **UN Secretary General Ban Ki-moon**.

**About Times Square New Year's Eve:**

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org).

To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

**CONTACT:**

Rubenstein

Kyle Sklerov (212) 843-8486, [ksklerov@rubenstein.com](mailto:ksklerov@rubenstein.com)

Kristen Bothwell (212) 843-9227, [kbothwell@rubenstein.com](mailto:kbothwell@rubenstein.com)

**Times Square Alliance:**

Like on Facebook: <https://www.facebook.com/timessquarenyc>

Follow on Twitter: <https://twitter.com/timessquarenyc>

Follow on Instagram: <http://instagram.com/TimesSquareNYC>